

2045867650

# NIELSEN SHARE PERFORMANCE (%) DIFF

	1994 Q4	1994 MTH	M-1	M-2	4WM	WEEK	WAGO
MARLBORO	28.6	26.9	30.0	29.1	29.1	30.2	31.0 0.6
C-STORES			32.5	31.5	31.8	32.6	33.5 0.6
OPB	9.0	8.9	9.0	8.9	8.8	9.0	8.9 -0.1
BASIC	4.6	4.5	4.5	4.5	4.5	4.5	4.5 0.1
BASIC SOC			14.9	14.5	14.6	15.0	15.5 0.5
C-STORE SOC			15.2	14.6	14.9	15.3	15.8 0.3
PM DISCOUNT	8.6	9.2	8.0	8.0	8.2	8.0	7.9 0.0
C-STORES			7.8	8.0	8.1	7.9	7.8 0.0
PM USA TOT	46.2	46.4	46.9	46.0	46.1	47.1	47.9 0.5
C-STORES			48.9	47.1	47.3	49.1	49.0 0.3

CAMEL			4.4	4.4	4.4	4.3	4.4 0.0
WINSTON			6.0	6.1	6.1	5.8	5.8 0.0
DORAL			4.8	5.2	5.1	4.7	4.6 -0.1
RJR DISCOUNT	11.9	11.4	11.5	12.2	12.3	11.4	11.0 -0.3
RJR TOT	28.9	28.3	27.7	28.7	28.8	27.5	27.2 0.0

KOOL			3.2	3.1	3.1	3.2	3.1 0.0
GPC			5.1	5.0	4.9	5.1	5.0 -0.1
B&W DISCOUNT			6.1	6.0	6.0	6.1	6.0 -0.1
B&W TOT	10.3	10.2	10.3	10.2	10.2	10.3	10.1 -0.2

MONTCLAIR			1.4	1.4	1.4	1.4	1.3 0.0
AMER. DISCOUNT			3.4	3.4	3.2	3.4	3.3 -0.2
AMER. TOT			6.5	6.4	6.2	6.5	6.3 -0.2

NEWPORT			4.1	4.1	4.0	4.1	4.3 0.2
LORILLARD			6.8	6.8	6.7	6.8	6.8 0.1
LIGGETT			1.7	1.8	1.9	1.7	1.6 -0.1

TOT DISCOUNT	31.5	30.5	30.1	30.7	30.9	30.0	29.3 -0.4
C-STORE DISC			31.2	31.7	31.8	31.2	31.1 -0.2
PM SOC			25.2	24.5	25.2	25.3	PM SOC 1.0
RJR SOC			36.8	36.0	36.6	36.0	RJR SOC 0.6
B&W SOC			21.6	20.6	20.5	21.7	B&W SOC 0.6
AMER. SOC			11.9	11.4	10.2	11.9	AMER. SOC 0.6

Source: Nielsen 12/31/94